

WWF Merch Mark Set At L.A. Sports Arena

A World Wrestling Federation card on June 16 at the Los Angeles Memorial Sports Arena set a merchandise record for a regular booking on the organization's circuit.

For the second consecutive month, WWF sold out (16,118 capacity) two days in advance.

The novelty sales gross was \$71,107. The per cap of \$4.60 was also the best recorded outside of special events such as Wrestlemania, Summer Slam, Survivor Series and Royal Rumble.

Hulk Hogan merchandise dominated the sales. "Hulk Rules" bandanas, "No Holds Barred" T-shirts, and Hulk teddy bears and buttons were all popular choices of the sellout crowd.

"Lou Atchek, operations manager, and the Volume Services staff are some of the best people in the country to work with... they've made my job easier," said Lucia Fiaschetti, venue merchandise manager for the WWF.

"Aside from Volume Services being staffed well with various points of sale, we've added ticket sellers and opened doors an hour and a half prior to the event," said Peter Luukko, Sports Arena general manager. "WWF fans have more time to shop."